

Subject: Marketing Report for the week of 7/25/16

From: Henna Sherzai <HSherzai@downtownla.com>

Date: 07/29/2016 05:41 PM

To: Suzanne Holley <SHolley@downtownla.com>, "Carol Schatz (DCBID)" <cschatz@downtownla.com>

CC: Shawn Bratton <sbratton@ccala.org>, Lena Mulhall <lmulhall@ccala.org>

Hi Carol & Suzanne,

Below is the marketing department activity report for the week of July 25, 2016.

Henna

- Worked on Innovate DTLA
 - o Finalized marketing plan & RFP w/ Nick & Carol
 - o Distributed RFP and scheduled meetings with three agencies for 8/9
 - o Attended Workshop #3
 - o Held working meeting with Kevin, Nick, Elan, and Julia to finalize audit spreads in report
 - o Attended meeting with report writer to review report word count, timeline, and layout
 - o Held intro call with new agency, E/LA
- Created and reviewed renewal letter & marketing insert w/ Suzanne
- Met with Ambassadors and revised schedule for 7/30 kiosk opening
- Confirmed LAPD attendance and award recognition for Public Safety BBQ
- Completed walk-through of event space for ReMix with Mike & Kevin for design needs, layout, rentals, etc.
- Started ReMix presentation
- Met with day-of event managers for Halloween Party
- Attended Downtown News Best of Downtown Soiree
- Had intro call with PacMutual re: BID event sponsorship
- Held weekly status meeting w/ Mike
- Held weekly status call w/ Macy

Mike

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning (BBQ, Halloween)
- Continued event sponsorship requests
- Weekly meeting w/ Henna
- Continued entering DTLA summer events for campaign
- Finished BBQ event page
- Sent out additional ReMix invites to property managers

- Had walk thru for ReMix space
- Added BID Meetings and Public Records pages to site per Suzanne
- Met w/ Day-of event managers for Halloween
- Continued working on ReMix event (securing vendors, entertainment, etc)
- Got the OUE Kiosk set-up for Ambassadors

Kevin

CCA

- Chief of Staff Reception: Flyer revisions, Event signage
- Q2 Newsletter: Web version

DCBID

- Magnets: Revisions
- Remix: Flyer revisions
- BID one-page: Flyer design & revisions
- Website: Public Record & Change of Contact forms, Report images

ECON DEV

- Innovate DTLA: Report layout & design
- Market Report: Revisions

Henna Sherzai

Director of Marketing & Communications

 <https://www.downtov>

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